

# WorkPlace Excellence

*Delivering Innovative and Effective Office Spaces*

Ryan K. Doerfler, Acting Director  
PBS Center for Workspace Delivery

WESTERN REGIONS CONFERENCE

SHOWCASE  
World. Class. Talent.

# What's Your Sign?





The workplace should support  
how people work now and in  
the future.

# Different Roles, Different Ways of Working



**Ellen, Accountant**

***Desk-Bound / Concentrative***

Works at desk

Uses headset for short calls

IMs coworker about contract

Break room to pickup lunch

Picks up file from HD file room

Takes personal call in focus booth

Works at desk, spreading out files

**Jenna, Division Director**

***Internally Mobile / Interactive***

Goes through emails at desk

Has call transferred to her

Meeting in conference room

Lunch with boss in cafeteria

Returns to desk

Team meeting in conference room

Private chat with employee

**Andrew, Leasing Rep.**

***Externally Mobile / Interactive***

Meeting at client's office

Work at nearby café

Meet coworker and another client

Lunch with coworker and client

Return to office with coworker

Ad hoc meetings with team

Work on reports with coworker



# Ellen the Accountant

*desk-bound, concentrative*

Works at desk

Uses headset for short calls

IMs coworker about contract

Break room to pickup lunch

Picks up file from HD file room

Takes personal call in focus booth

Works at desk, spreading out files



# Jenna the Division Director

*internally mobile, interactive*

Goes through emails at desk

Has call transferred to her

Meeting in conference room

Lunch with boss in cafeteria

Returns to desk

Team meeting in conference room

Private chat with employee



# Andrew the Sales Person

*externally mobile, interactive*

Meeting at client's office

Work at nearby café

Meet coworker and another client

Lunch with coworker and client

Return to office with coworker

Ad hoc meetings with team

Work on reports with coworker

# Different Work Environments



**Ellen, Accountant**



**Jenna, Division Director**

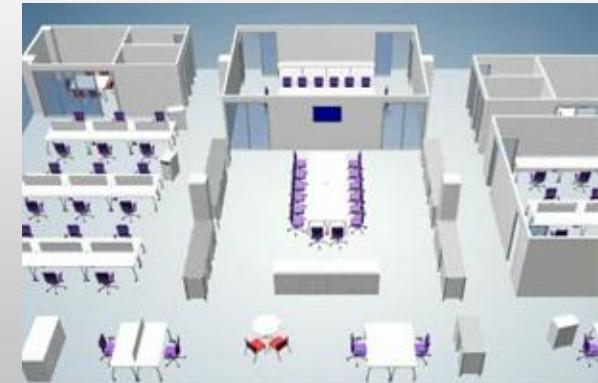


**Andrew, Sales Rep.**

*Desk-Bound / Concentrative*

*Internally Mobile / Interactive*

*Externally Mobile / Interactive*





The workplace should quantifiably contribute to achieving the organization's goals.

# Goals Matter



# The Workplace Can Help Achieve Them



**Finance**



**Customer**

**Business Process**



**Human Capital**



# Plus, Another Shared Goal

The screenshot shows the official website of the White House Office of Management and Budget. At the top, there's a navigation bar with links for 'HOME', 'BLOG', 'PHOTO & VIDEO', 'BRIEFING ROOM', 'ISSUES', 'DEPARTMENT OF ADMINISTRATION', 'THE WHITE HOUSE', and 'U.S. GOVERNMENT'. Below the navigation is a search bar with the placeholder 'Search OMB' and a 'Search' button. The main content area features a large title 'Eliminating Waste by Getting Rid of Unneeded Federal Real Estate' in red text. Below the title, it says 'Posted by Peter Orszag, Director on June 10, 2010 at 1:02 AM EDT'. The text discusses the federal government's large real estate portfolio and the steps taken to reduce it, mentioning the Base Realignment and Closure (BRAC) process and cost savings through lease arrangements and consolidations. A yellow callout box highlights a section of the text under 'In addition, the Memorandum requires agencies to reduce waste by:' which lists several actions, including eliminating lease arrangements that are not cost effective, streamlining processes for identifying excess assets, pursuing consolidation opportunities, increasing occupancy rates, and offsetting reductions in inventory when new space is acquired.

**June 10, 2010, Presidential Memorandum — Disposing of Unneeded Federal Real Estate**

- Eliminate costly lease arrangements
- Pursue consolidations
- Increase occupancy rates
- Offset reductions in inventory when new space is acquired



GSA should provide insightful  
and innovative workplace  
strategies to its customers.



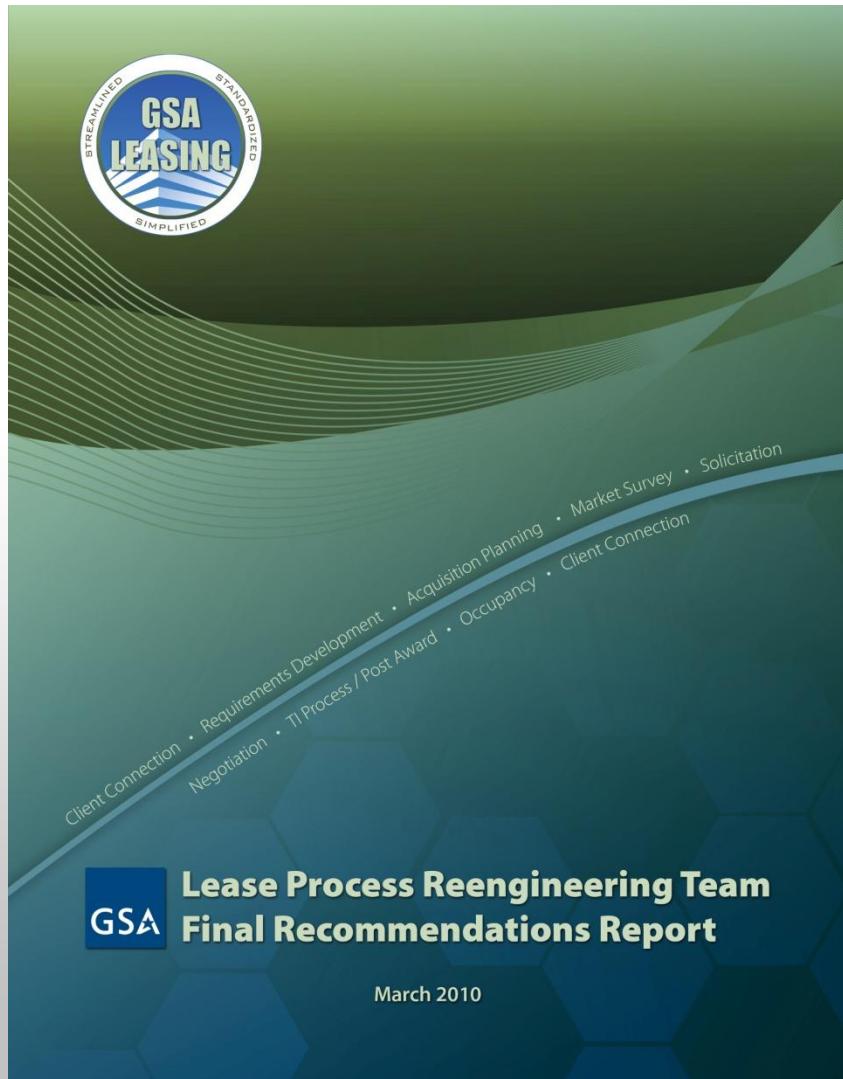
# Our Commitment

“PBS offers requirements development services to define requirements for new, expansion, or replacement space. PBS meets with tenant agencies to gather facts and analyze **tenant agency mission, employee work styles, workflows, personnel, utilization, and security needs to prepare a preliminary Needs Assessment.** If applicable, PBS may provide professional consulting services, using in-house or contracted staff, to develop requirements.

The deliverable is a comprehensive, **formal requirements package that captures the tenant agency's conceptual space needs.** The official requirements package plus the development and negotiation of OAs (Occupancy Agreements) with tenant agencies are also provided in the requirements development stage.”

***PBS Pricing Guide, 4th edition,  
Sections 2.15.3.G & 3.16.1B,  
Requirements Development***

# Having Them Can Make Life Easier



## Insightful Space Requirements

- Simplify lease acquisitions
- Enhance flexibility to react to client needs
- Improve SFOs

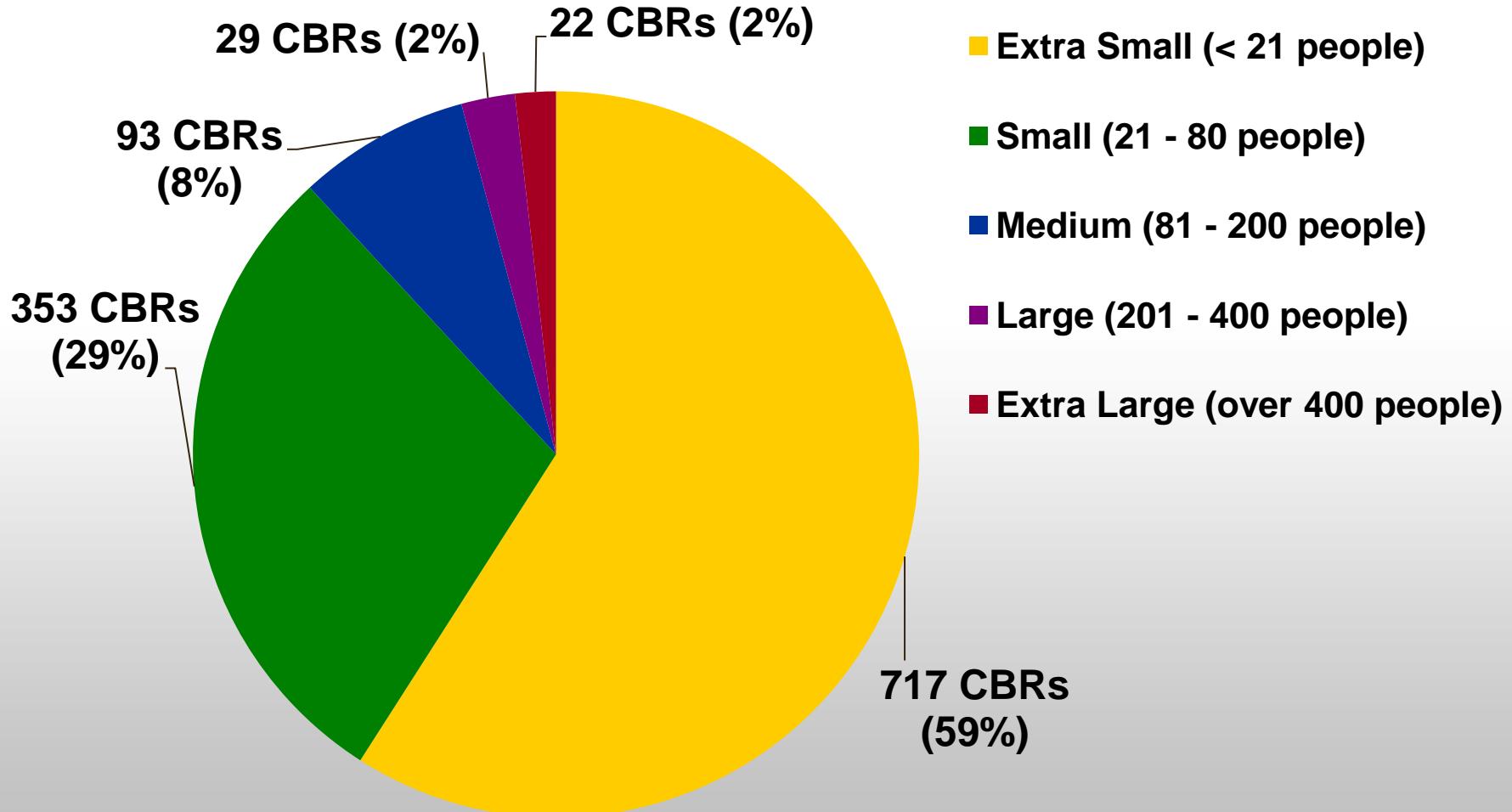


# **Are we there yet?**

# A Brief Look Back



# Teeny-Tiny is a Big Deal



*Average Annual Distribution of Office CBRs over 250 usable sq. ft.*



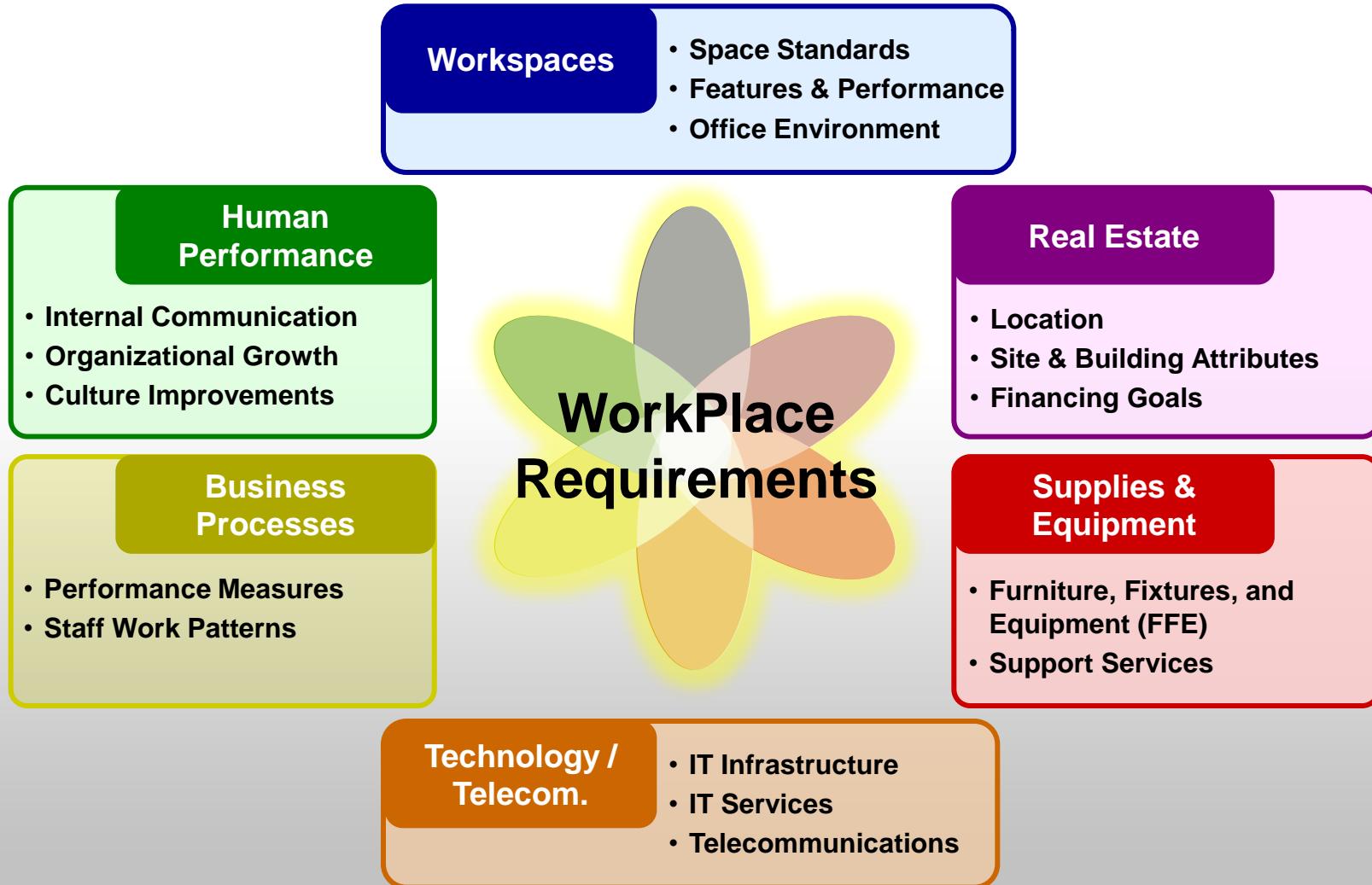
# Our Guiding Principles

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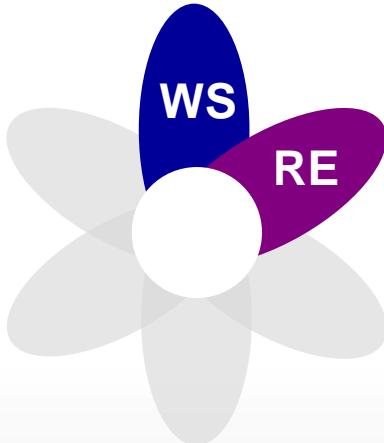
- #1 The workplace must support how people work now and in the future.
- #2 The workplace must quantifiably contribute to achieving the organization's goals.
- #3 GSA will provide insightful and innovative workplace strategies to its customers, regardless of location and project size.

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# It's Not Just About Space

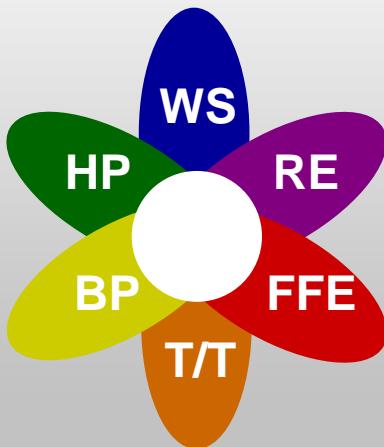


# “Scalability” Isn’t Always a Pain



## Basic Requirements Development

- Smaller organizations (under 80 people)
- Routine workplace needs
- Hesitant or skeptical customers
- GSA frontline personnel



## Strategic Requirements Development

- Larger organizations (over 80 people)
- Complex workplace needs or drivers
- Willing and open customers
- Workplace consultant with GSA SME

# Simple Tools for Simple Projects



## GSA/PBS Needs Assessment Questionnaire

Date: September 23, 2009  
 GSA Associate: Kenneth Kole

### I. AGENCY INFORMATION

1. Federal Agency: US Complaints Department
2. Department and/or Branch: Complaints Reception and Process Center
3. Agency Bureau Code: 1111
4. Agency Representative: Carolee Christmas
  - a) Position/Title: State Administrative Officer
  - b) Phone No: 513-501-1111
  - c) Fax No:
  - d) E-Mail: cchristmas@uscd.gov
- e) Authorized to Approve:
  - I. Formal Requirements Document  yes  no\* \_\_\_\_\_
  - II. Project Management Plan  yes  no\* \_\_\_\_\_
  - III. Agency Space Changes  yes  no\* Don't know
  - IV. Funding  yes  no\* \_\_\_\_\_

\*If no, please note authorized approving official

### II. BACKGROUND INFORMATION ON CURRENT SPACE

1. Location of Current Assignment: 111 Main Street, Cincinnati, OH, 45201
2. Existing Rentable Square Feet: 960 sf
3. Existing Usable Square Feet: 800 sf

### III. DOCUMENTATION

Obtain a copy of the following items if available and/or applicable:

- Floorplans of Existing Space  
Able to obtain floorplan of similar USCD office in Nashville, TN
- Furniture drawings of existing space  
Not available

Attach a copy of the following items to this document:

- Agency Mission and/or Initiatives  
Received from Regional Account Manager
- Organization Chart Structure  
Received from Regional Account Manager
- Staff List This list should include each authorized staff member's position/title and GS grade (if applicable).  
Received from client, in the same document as headcount
- Agency Space Standards National space standards that govern the procurement and design of space.  
Obtained a list of desired space types and square feet from client POV
- Current Headcount
- Future Headcount  
Have obtained headcount information from client POV

## Space Program

### United States Complaint Department

Replacement Leased Space - Cincinnati, Ohio

#### Space Summary

	square feet notes
Individual Workspaces   Offices	7,050 sf from Table 1.1 below
Individual Workspaces   Workstations	128 sf from Table 1.2 below
Standard Support   Meeting Spaces	550 sf from Table 2.1 below
Standard Support   Resource Spaces	200 sf from Table 2.2 below
Special Support Spaces	1,000 sf from Table 3 below
<b>(=) Total Net Area</b>	<b>8,928 sf</b>

#### Distribution of Space



(+)

Internal Circulation

=

2,589 sf % above Total Net Area; Includes 4% fit factor for possible building floor plate inefficiencies.

**(=)**

Total Usable Area

11,517 usf used in Occupancy Agreement

x

1.15 multiplier that converts usable area to rentable area

**(=)**

Total Rentable Area

13,245 rsf used in Occupancy Agreement

#### Headcount Summary

Federal Employees:	47 both full and part-time employees
Contractors:	2 both full and part-time employees
Staff from other organizations:	other individuals that require a workspace
<b>Total Occupants:</b>	<b>49</b>



# Why Deal with Each Project On its Own?

National Workplace Engagements are mini-workplace programs provided to customers. They:

- create national workplace standards and submission templates
- address recurring issues all at once
- provide consistent and complete requirements
- cost a fraction of stand-alone efforts
- are managed by the Center for Workspace Delivery



# Experts May Be Sitting Right Next to You!

## Region    Regional Subject Matter Experts

- 1    Holli Roberts, Andrea Strobel
- 2    Jean Keane, Danielle Kamis, Dalia Herbert
- 3    Vija Brewer Long, Dorothy Grosick, Nancy Sebastian-Woloszyn
- 4    Elizabeth Nida, Cassandra Mosley, Amy Sheehan
- 5    Kimberly Skaff, Ronnie Bent
- 6    Heather Edwards, Cynthia Schardt
- 7    **Nina Hyre, Julie Ure, Rebecca Parham, Elbert Godwin**
- 8    **Patricia Hearn, Verna McCain, Laurie Fox**
- 9    **Naomi Hatkin, Kathleen Cruise, Gerald Mullarkey**
- 10    **Carmie Simons, Richard Baker**
- 11    Susan Schwarz, Lois Bennett, Wendy Coonin

# Who Remembers Carolee Christmas?

## Basic Requirements Development Training



Conducted in  
every region

Rated 4.4  
out of 5

Over 1,000  
PBS employees  
trained

Sessions going  
On now!

Expanded training  
throughout FY11



# Feedback Time...

# WorkPlace Excellence

*Delivering Innovative and Effective Office Spaces*

Ryan K. Doerfler, Acting Director  
PBS Center for Workspace Delivery  
(206) 763-3375  
*ryan.doerfler@gsa.gov or workplace@gsa.gov*

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